

**“HATSUNE MIKU EXPO 2023 VR” Crowdfunding Campaign Starts! Song  
& Costume Contest Until Mar. 5<sup>th</sup>!**

Art by Bukurote © Crypton Future Media, INC. www.piapro.net piapro

Crypton Future Media has announced “HATSUNE MIKU EXPO 2023 VR,” and has launched an accompanying crowdfunding campaign starting Feb. 6<sup>th</sup> 11 AM JST on Kickstarter. The campaign will aim to fund a free online concert experience as both a video stream and a VR experience to reach fans across the world even as events in real spaces are restricted. There are 16 different backer reward menus, and the concert will be confirmed at the funding goal of 40,000,000 JPY. At the same time, public contests will be held for anybody to submit a song or a costume design to be performed and worn by Hatsune Miku in the concert.

**Bringing The World Together With An Online MIKU EXPO**

“HATSUNE MIKU EXPO” is the international concert series featuring Hatsune Miku, which will celebrate its 10<sup>th</sup> anniversary next year in 2024.

As part of 10<sup>th</sup> anniversary celebrations, in-person live events overseas are being planned. In the meantime, this crowdfunding campaign will serve to bring together people from around the world online.

The backer rewards range from 1,000 JPY to 600,000 JPY, with 16 reward options. Other than goods using a new exclusive illustration from Bukurote, there are menu items such as “Stage Object Participation” which allows for backers to suggest stage decorations for 390,000 JPY and “Song Request Rights” which allow backers to request a song to be performed for 600,000 JPY. These will allow fans to become directly involved in the concert production process.

When funded, “HATSUNE MIKU EXPO 2023 VR” will be available both as a VR experience and as a video livestream for those without VR equipment. Please see the Kickstarter for more information on backer rewards.

### ▼“HATSUNE MIKU EXPO 2023” VR Crowdfunding Website

<https://www.kickstarter.com/projects/cryptonfuturemedia/hatsune-miku-global-concert-hatsune-miku-expo-2023-vr>

\*Campaign to run for two months from Feb. 6<sup>th</sup>

**HATSUNE MIKU EXPO** will enter the virtual world in 2023. We hope to bring together a world torn apart by pandemics and strife. Wherever you are in the world, you can meet with Hatsune Miku and friends in the virtual world. We hope you join us in the crowdfunding campaign!  
Crypton Future Media, INC. CEO : Hiroaki Itoh

To the fans across the world, all of the creators, thank you always. The culture of Hatsune Miku is built off of creators' derivative works and the fans' spreading the word. With this unique live show that will cross boundaries, we hope to enjoy together with fans around the world. We look forward to your participation!  
Live Concert Producer : Ryoji Sekimoto

MIKU EXPO is coming back online for everybody around the world to participate. This time the show will return powered up, available not only as a livestream but also a VR experience where you can feel MIKU EXPO up close and personal! We hope you will join us in bringing together creators and fans in a unique event!  
Character License Team Leader : Yasuke Kumagai

We're preparing to bring MIKU EXPO back to live shows for its 10th anniversary in 2024. Because only a limited number of people can participate in in-person events, we hope to bring this online experience and build it together with everyone around the world! We are looking forward to your support!  
Overseas Marketing Team Leader : Miyu Fuse

Funding Goal ¥40,000,000	ライブ実施確定(12曲セットリスト) Concert confirmed (12 song setlist)
Contest Song Addition ¥45,000,000	楽曲コンテスト優勝曲セトリ追加 Song Contest winner added to setlist
Winning Costume Addition ¥50,000,000	衣装コンテストグランプリ衣装実装 Costume Contest winner added to the concert
Miku Costume Addition ¥55,000,000	初音ミク衣装追加 Additional costume for Hatsune Miku in one song (TBD)
Setlist Extension ¥60,000,000	1曲セットリスト追加(計14曲) Setlist extended to 14 songs
Setlist Extension ¥65,000,000	1曲セットリスト追加(計15曲) Setlist extended to 15 songs

### Song & Costume Contests Begin! Become A Part Of MIKU EXPO

At the same time as the launch of the crowdfunding campaign, a song contest and costume design contest have opened for submissions, both with the theme “toy box.” The grand prize entries of each contest will be incorporated into the concert once the respective “HATSUNE MIKU EXPO 2023 VR” crowdfunding campaign stretch have been achieved. We look forward to your participation.

Theme: “Toy Box”

Period: Feb. 6<sup>th</sup>, 2023 11 AM JST ~ Mar. 5<sup>th</sup>, 2023 11 AM JST

Song Contest (Japanese): <http://mikuexpo.com/vr2023/contest.html>

Song Contest (English): [http://mikuexpo.com/vr2023/contest\\_en.html](http://mikuexpo.com/vr2023/contest_en.html)

Costume Design Contest (Japanese): <http://mikuexpo.com/vr2023/costumecontest.html>

Costume Design Contest (English): [http://mikuexpo.com/vr2023/costumecontest\\_en.html](http://mikuexpo.com/vr2023/costumecontest_en.html)

Please see the following official website or official Twitter for the latest information on "MIKU EXPO."

▼Official web page / Twitter

<https://mikuexpo.com/>

<https://twitter.com/mikuexpo>

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<Related Information>

**What is Hatsune Miku?** <https://piaapro.net/>

"Hatsune Miku" is a software program developed by Crypton Future Media, INC. that allows anyone to create a song by entering lyrics and a melody. It became a movement when a large number of creators composed music with Hatsune Miku and posted it on the Internet. As a "character," Hatsune Miku has also gathered attention, and as a virtual singer she is now active in many fields, like merchandising or live performances, and her popularity has spread worldwide.

**What is HATSUNE MIKU EXPO?** <https://mikuexpo.com/>

"HATSUNE MIKU EXPO" is the international concert series featuring Hatsune Miku, which will celebrate its 10th anniversary next year in 2024. A total of 68 concerts have been held in 30 cities around the world so far. In total, more than 190,000 people have attended the concerts, which include songs and MCs in the language of the host city, as well as sub-events such as exhibitions and workshops. The concerts are planned in a versatile manner, adapting to the size of the venues and the fan base in each location around the world.

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<Company Profile>

**Company name:** Crypton Future Media, INC.

**CEO:** Hiroyuki Itoh

**Address:** Nippon Seimei Sapporo Bldg. 11F, 4-1-1, Kita 3-jo Nishi 4-chome, Chuo-ku,  
Sapporo, Hokkaido, Japan 060-0003

**Established:** July 1995

**Our Business**

We have more than 100 partners around the world, including the U.S. and Europe, and have licensed and sold more than 30 million pieces of sound software to the Japanese market. We started out as a "sound trading company" importing and selling audio materials such as sound effects, etc. Today, we are building and developing a wide range of services and technologies such as DTM software, sound delivery stores, music aggregators, 3D CGI systems, and smartphone game development, under a horizontal company structure. We are also known as the developer of the singing voice synthesis software "Hatsune Miku".

**URL**

<https://www.crypton.co.jp/>

[contact us]

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